

 E-Mail

May 5, 1994

To: All Divisions With Shop Rite Stores Supplied By Wakefern Food

RE: WORTH Cigarette

Dear Managers:

During the month of June, Wakefern Food (Shop Rite) plans to run a Price Plus Program on WORTH Cigarettes. The value of the price reduction will be \$ 2.00 per carton.

In conjunction with this program, Wakefern Headquarters will present a floor display to all member stores. A letter will be forthcoming outlining complete details.

In the interim, I am ordering to your offices (or ROU Warehouses) the following pieces of POS for WORTH (# SKU's sent per Division)

Large Paster (# 347338)	6 SKU's
Large Shelf Strip (# 347360)	6 SKU's
Folded Shelf Strip (#347437)	6 SKU's
Small Pack Sticker (# 463722)	6 SKU's
Large Pack Sticker (463872)	6 SKU's

Although this amount of advertising may seem large much based on the number of Shop Rite Stores in your Divisions, please be reminded that all stores should have WORTH POS on display at all times.

If you have any questions, please call me.

Best Regards,
Nick
G. N. Kuruc, Jr.
Gk
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